

AMENDMENTS TO THE CLAIMS

The listing of claims below replaces all prior versions, and listings, of claims:

1. – 5. (Cancelled)

6. (Currently Amended) ~~The method of claim 5;~~ A method of
communications in a geographic region having a plurality of fixed presentation devices
that are located at respective fixed positions, comprising:
determining a location of a user;
sending information to present to the user on one of the fixed presentation
devices in the proximity of the user based on the determined location;
determining from a user profile advertising information of interest to the
user,
wherein sending the information comprises sending the advertising
information of interest to the user based on the user profile; and
updating the user profile based on actions of the user, wherein determining
the advertising information of interest to the user is based on the updated user profile,
wherein updating the user profile comprises updating based on retail
purchasing actions of the user, wherein determining the advertising information of
interest to the user is based on the user profile updated based on retail purchasing actions
of the user.

7. (Currently Amended) The method of claim ~~[[3]]~~ 6, wherein determining
the location of the user comprises using information from a local tracking system within
the geographic region.

8. (Currently Amended) The method of claim ~~[[3]]~~ 6, wherein determining
the location of the user comprises determining the location within a facility.

1 9. (Currently Amended) The method of claim ~~[[3]]~~ 6, wherein determining
2 the location is based on a location of a tracking device.

1 10. (Original) The method of claim 9, wherein determining the location is
2 based on communication of signals between the tracking device and a network of
3 antennas.

1 11. (Original) The method of claim 9, wherein sending the information
2 comprises sending information to present on a presentation device separate from the
3 tracking device.

1 12. (Cancelled)

1 13. (Currently Amended) The method of claim ~~[[3]]~~ 6, further comprising:
2 determining a location of at least another user; and
3 determining one or more common interests of the users,
4 wherein sending the information comprises sending information based on
5 the one or more common interests.

1 14. (Currently Amended) The method of claim ~~[[3]]~~ 6, further comprising
2 receiving data collected from one or more input devices of activities of the user.

1 15. (Original) The method of claim 14, wherein receiving the data comprises
2 receiving data collected from one or more input devices in the proximity of the user.

1 16. (Original) The method of claim 14, wherein receiving the data comprises
2 receiving data collected using one or more video cameras.

1 17. (Previously Presented) The method of claim 16, further comprising storing
2 the received data collected by the one or more video cameras in a video album that is
3 accessible by the user.

1 18. – 20. (Cancelled)

1 21. (Currently Amended) The system of claim [[18]] 45, wherein the
2 information to present on the one of the fixed presentation devices comprises one of
3 video data and image data.

1 22. (Currently Amended) The system of claim [[18]] 45, wherein the
2 controller is adapted to retrieve the location information from a location tracking system
3 having a plurality of antennas covering different areas.

1 23. (Original) The system of claim 22, wherein the location information is
2 based on communication between one or more of the antennas and a tracking device
3 carried by the user.

1 24. (Cancelled)

1 25. (Currently Amended) The system of claim [[18]] 45, wherein the
2 controller is adapted to retrieve location information of a plurality of users.

1 26. (Original) The system of claim 25, wherein the controller is adapted to
2 communicate information based on one or more common interests of the plurality of
3 users.

1 27. (Currently Amended) The system of claim [[18]] 45, wherein the location
2 information identifies the location of the user in a facility selected from the group
3 consisting of an entertainment facility, a retail facility, a business facility, an educational
4 facility, and a governmental facility.

1 28. (Original) The system of claim [[18]] 45, further comprising an interface
2 adapted to communicate over a network with a sub-system comprising the device.

1 29. – 38. (Cancelled)

1 39. (Currently Amended) A data signal embodied in a carrier wave and
2 containing instructions that when executed cause a system to:
3 track a location of a user as the user changes location;
4 receive video data collected from plural cameras in the proximity of the
5 user based on tracking the location of the user, the received video data including video
6 images of the user as the user roams about locations in a facility, including locations
7 away from an entrance and exit of the facility; ~~and~~
8 store the video images of the user roaming about locations in the facility,
9 including locations away from the entrance and exit of the facility, in a video album; and
10 send a notification to the user that the video album is available to the user.

1 40. – 41. (Cancelled)

1 42. (Currently Amended) A system comprising:
2 a controller adapted to identify a location of a person and to receive video
3 images of at least one of the person and an environment in the proximity of the person,
4 the controller adapted to communicate the received video images to a
5 remote node; and
6 a sub-system to track the location of the person, the controller adapted to
7 receive video images from different ones of a plurality of video cameras based on
8 tracking the person;
9 the controller adapted to receive an indication that ~~a user~~ the person has
10 registered to have a video album created,
11 the controller adapted to create the video album containing the received
12 video images in response to the indication that the ~~user~~ person has registered to have the
13 video album created,
14 the controller adapted to further send a notification to the person that the
15 video album is available to the person.

1 43. (Previously Presented) The method of claim 6, wherein updating the user
2 profile based on retail purchasing actions of the user comprises updating the user profile
3 based on retail purchasing actions of the user in a facility, and
4 wherein sending the advertising information based on the user profile
5 comprises sending the advertising information to present to the user on one of the fixed
6 presentation devices in the facility.

1 44. (Cancelled)

1 45. (Currently Amended) ~~The system of claim 20,~~ A system for controlling
2 communications in a geographic region having a plurality of fixed presentation devices
3 that are located at respective fixed positions, comprising:
4 a controller adapted to retrieve information relating to a location of a user
5 and to communicate information to present on one of the fixed presentation devices in the
6 proximity of the user as determined by the location information,
7 wherein the controller is adapted to retrieve a user profile associated with
8 the user, the communicated information based on the user profile,
9 wherein the information to present on the one of the fixed presentation
10 devices comprises advertising information targeted to an interest of the user based on the
11 user profile,
12 wherein the controller is adapted to update the user profile based on
13 purchasing activities of the user in the facility, and to present the advertising information
14 on one of the fixed presentation devices in the facility based on the user profile updated
15 based on purchasing ~~activation~~ activities of the user in the facility.

1 46. (Cancelled).

1 47. (Currently Amended) ~~The article of claim 46,~~ An article comprising at
2 least one storage medium containing instructions that when executed cause a system to:
3 identify a location of a user within a predetermined geographic region;
4 send information to one of plural fixed presentation devices located at
5 respective fixed locations in the geographic region, the one fixed presentation device
6 selected based on the location of the user, the information containing advertising
7 information of interest to the user based on a user profile of the user;
8 track activities of the user; and
9 update the user profile based on the tracked activities,
10 wherein sending the advertising information comprises sending
11 advertising information of interest to the user based on the updated user profile,
12 wherein the instructions when executed cause the system to update the
13 user profile based on purchasing activities of the user.

1 48. (Previously Presented) The data signal of claim 39, wherein the
2 instructions when executed cause the system to collect video images of the user as the
3 user performs various activities, and to store the collected video images into the video
4 album.

1 49. (Previously Presented) The data signal of claim 48, wherein tracking the
2 location of the user comprises tracking the location of the user based on tracking a tag
3 carried by the user.

1 50. (Currently Amended) ~~The method of claim 3, further comprising:~~ A
2 method of communications in a geographic region having a plurality of fixed presentation
3 devices that are located at respective fixed positions, comprising:
4 determining a location of a user;
5 sending information to present to the user on one of the fixed presentation
6 devices in the proximity of the user based on the determined location;
7 determining from a user profile advertising information of interest to the
8 user,
9 wherein sending the information comprises sending the advertising
10 information of interest to the user based on the user profile;
11 developing the user profile based on activities of the user within a facility
12 and based on video images of the user collected by video cameras in the facility; and
13 tailoring the advertising information to be sent to the user based on the
14 developed user profile,
15 wherein sending the advertising information comprises sending the
16 tailored advertising information to one of the fixed presentation devices in the proximity
17 of the user based on the determined location of the user.

1 51. (Currently Amended) ~~The system of claim 20,~~ A system for controlling
2 communications in a geographic region having a plurality of fixed presentation devices
3 that are located at respective fixed positions, comprising:
4 a controller adapted to retrieve information relating to a location of a user
5 and to communicate information to present on one of the fixed presentation devices in the
6 proximity of the user as determined by the location information,
7 wherein the controller is adapted to retrieve a user profile associated with
8 the user, the communicated information based on the user profile,
9 wherein the information to present on the one of the fixed presentation
10 devices comprises advertising information targeted to an interest of the user based on the
11 user profile,
12 wherein the controller is adapted to:
13 develop the user profile based on activities of the user within a facility and
14 based on video images of the user collected by video cameras in the facility; and
15 tailor the advertising information to be sent to the user based on the
16 developed user profile,
17 wherein the advertising information sent to present on one of the fixed
18 presentation devices in the proximity of the user as determined by the location
19 information includes the tailored advertising information.

1 52. (Currently Amended) ~~The article of claim 30, wherein the instructions~~
2 ~~when executed cause the system to:~~ An article comprising at least one storage medium
3 containing instructions that when executed cause a system to:
4 identify a location of a user within a predetermined geographic region;
5 send information to one of plural fixed presentation devices located at
6 respective fixed locations in the geographic region, the one fixed presentation device
7 selected based on the location of the user,
8 the information containing advertising information of interest to the user
9 based on a user profile of the user;
10 develop the user profile based on activities of the user within a facility and
11 based on video images of the user collected by video cameras in the facility; and
12 tailor the advertising information to be sent to the user based on the
13 developed user profile,
14 wherein sending the advertising information comprises sending the
15 tailored advertising information to one of the fixed presentation devices in the proximity
16 of the user based on the determined location of the user.

1 53. (New) The article of claim 47, wherein the user profile is updated based
2 on purchasing activities of the user in a facility, and the advertising information sent
3 comprises advertising information of interest to the user based on the user profile updated
4 based on the purchasing activities of the user in the facility.

1 54. (New) The system of claim 42, wherein the controller is adapted to create
2 the video album by interposing the received video images into a pre-existing theme
3 album containing a description of various points of interest within a facility being visited
4 by the person.